

Marc E. Davis

Sally N. Rosenthal".

At page 34, line 4, delete "within the set of";
line 5, delete "content data".

IN THE CLAIMS

Please cancel Claims 1-12, 14-19, 21-31, 41-46, 48-50,
55-57, 59-64, 66 and 67.

Please amend the claims as follows:

13. (Amended) A system [as in Claim 1, further comprising]
for engaging the peripheral attention of a person in the vicinity
of a display device of an apparatus, comprising:

a content display system associated with the display
device, the content display system including means for
receiving a set of content data and a set of instructions
for enabling a display device to selectively display, in an
unobtrusive manner that does not distract a user of the
apparatus from a primary interaction with the apparatus, an
image or images generated from a set of content data, the
content display system further including means for using the
display device to selectively display the image or images
using the set of instructions;

a content providing system including means for
providing a set of content data to the content display
system;